Contact

www.linkedin.com/in/kgwassus (LinkedIn)
kennywass.us (Portfolio)

Top Skills

Web Conferencing
Videography
Video Effects

Publications

New Possibilities with IT and Print Technologies: Variable Data Printing VDP

Kenny Wassus

Director, DP, and Writer
New York, New York, United States

Summary

A veteran of 12+ years in digital — editorial, documentary, branded, and social — I'm a producer, director, and writer obsessed with making sharp, entertaining work that lands. Based in New York City. I run Humans Remain, a small production outfit focused on ambitious, story-driven video for media companies and tech startups. We make explainers, documentaries, and branded pieces that earn organic attention. Unconventional by most standards, the work spans commercial campaigns, editorial and political projects — from demolition derbies and mechanical bulls to films about handwritten New York Times ads, live-event documentaries, and high-concept branded stunts. The throughline is the same: clear, entertaining, and unexpected ways into stories that don't naturally invite them.Learn more about the work and the stories behind it at https://kennywass.us

Experience

Humans Remain

Director / Creative Director
August 2023 - Present (2 years 10 months)
New York, United States

» Direct and creative lead on branded, editorial, and documentary video projects for media companies and tech startups
» Develop original concepts, story structures, and scripts across short-form, sizzles, and mid-length docs
» Lead productions end-to-end: from pitch and pre-production through shoot, edit, and final delivery
» Shoot as DP on lean crews, balancing cinematic quality with speed and flexibility
» Translate complex or technical subjects into clear, entertaining, story-driven content
» Oversee post-production, shaping narrative, pacing, and tone through edit, music, and finishing

» Collaborate closely with clients and talent to refine ideas while protecting creative integrity
» Build scrappy, high-concept executions that punch above budget (stunts, field pieces, experiential concepts)
» Manage freelance crews, vendors, and production logistics across multiple concurrent projects

The Wall Street Journal
Senior Video Journalist
August 2019 - August 2023 (4 years 1 month)
Greater New York City Area

» Research & pitch video concepts to accompany tech stories
» Pitch, report and write tech stories for print and online sections of The Wall Street Journal
» Conduct pre-interviews, write scripts and create shot lists
» Recruit and book sources, set locations and additional production crew
» Set up lighting, run audio, operate cameras and direct video shoots
» Edit video packages including basic animation, color correction and sound mixing
» Shoot still photos for both the print and online products of The Wall Street Journal

New York Magazine
3 years

Features Producer
July 2018 - May 2019 (11 months)
Greater New York City Area

» Produced, filmed, directed, and edited feature and sponsored projects
» Produced, filmed, and directed the Vulture Spot Studios at Sundance, Comic-Cons, Vulture Festival, and Tribeca Film Festival
» Booked talent, coordinated and worked directly with vendors, production companies, freelance editors, comedian hosts, and crew; managed budgets and negotiated contracts
» Collaborated with sales and creative services to build out animations, graphics, and illustrations

Senior Producer
October 2016 - July 2018 (1 year 10 months)
Greater New York City Area

» Managed four producers on the originals production team

» Ran weekly pitch meetings, and helped shape and hone ideas from producers and editors
» Worked closely with producers to shape their visuals for stories, and oversaw the publish- ing process end to end, from pre- to post-production
» Manage all originally filmed productions across New York Media's verticals, including nymag.com, the entertainment-and-culture news site Vulture, the fashion-and-lifestyle site the Cut, and the politics coverage through Daily Intelligencer
» Ideate both full-fledged original productions and quick-turn video content across all New York Media sites
» Produce, film and edit videos across all New York Media's verticals

Producer
June 2016 - October 2016 (5 months)

» Produced, filmed, directed, and edited videos across all New York's verticals
» Ideated news, quick-turn, and originally produced video content; led the team in views on original content
» Researched, wrote, and edited scripts for videos with voice-over or text-based elements

IJR (The Independent Journal)
Producer
March 2015 - June 2016 (1 year 4 months)
Washington D.C. Metro Area

» Produced, filmed, lit, and edited videos at the intersection of politics, comedy, and entertainment, many of which were reported from the trail during the 2016 election
» Garnered over 30 million views on videos across YouTube, Facebook, and Twitter
» Helped grow Vine account from fewer than 1,000 followers to over 130,000 in under a year; the account closed with over 80 million plays

kgwassus.com
Freelance Journalist, Photographer, Videographer
January 2012 - January 2015 (3 years 1 month)
Chicago, IL

» Reported and photographed stories that appeared in The Huffington Post, The Ann Magazine, Model D, and Mode Shift
» Produced video series on misrepresentation of women in the media for Las Caras Lindas, a Chicago-based nonprofit

» Photographed studio head shots for Sage Private Wealth, Chicago Performing Arts Academy, DePaul University faculty
» Worked as event photographer for NorthShore University HealthSystem and Lux and Concorde
» Filmed and edited event video for Latino Fashion Week and Fashion Focus Chicago

The Ann Magazine
Digital Publisher and Contributor
January 2012 - January 2014 (2 years 1 month)
Ann Arbor, MI

» Reported and photographed feature stories covering isses in the community of Ann Arbor, Michigan
» Designed and managed website for The Ann Magazine
» Launched email newsletter campaign

Community Foundation for Southeast Michigan
Staff Writer and Photographer
June 2012 - October 2012 (5 months)
Greater Detroit Area

» Reported and wrote stories on topics ranging from urban planning and public health, to street design, biking safety, and transportation legislation
» Took photos at local events and throughout the Detroit area for stories

Tom Clynes — tomclynes.com
Editorial Assistant
June 2011 - August 2012 (1 year 3 months)
Ann Arbor, MI

» Sourced and conducted interviews, fact checked, and copy edited for stories that appeared in National Geographic, Popular Science, and Men's Journal
» Post-processed and edited photos for online sales and publication in Bicycling Magazine and Popular Science
» Produced Assignment: Adventure, an interactive iOS eBook
» Developed, refined and managed TomClynes.com
» Launched email newsletter campaign
» Directed and filmed promotional video for Tom Clynes' public speaking campaign

Issue Media Group
Journalist and Photographer
January 2012 - June 2012 (6 months)

Greater Detroit Area

» Reported and wrote stories covering Michigan transportation issues, growth, investment and people

» Took photos at local events and throughout the Detroit area for stories

Education

DePaul University

Master of Arts (M.A.), Publishing and Writing · (2012 - 2014)

Eastern Michigan University

Bachelors of Science, Network Administration · (2007 - 2010)

Oakland University

· (2005 - 2007)